

# National Heritage Areas Alliance Update

ANHA

## Legislative Update

**S.800** : A bill to establish the Niagara Falls National Heritage Area in the State of New York, and for other purposes.

*Sponsor: Sen Schumer, Charles E. [NY] (introduced 3/7/2007)*

**H.R.1408** : To direct the Secretary of the Interior to study the suitability and feasibility of establishing the Chattahoochee Trace National Heritage Corridor in Alabama and Georgia, and for other purposes.

*Sponsor: Rep Everett, Terry [AL-2] (introduced 3/8/2007)*

**S.817** : A bill to amend the Omnibus Parks and Public Lands Management Act of 1996 to provide additional authorizations for certain National Heritage Areas, and for other purposes.

*Sponsor: Sen Voinovich, George V. [OH] (introduced 3/8/2007)*

**S.827** : A bill to establish the Freedom's Way National Heritage Area in the States of Massachusetts and New Hampshire, and for other purposes.

*Sponsor: Sen Kerry, John F. [MA] (introduced 3/8/2007)*

**H.R.1483** : To amend the Omnibus Parks and Public Lands Management Act of 1996 to extend the authorization for certain national heritage areas, and for other purposes.

*Sponsor: Rep Regula, Ralph [OH-16] (introduced 3/12/2007)*

**H.R.1625** : To establish the Abraham Lincoln National Heritage Area, and for other purposes.

*Sponsor: Rep LaHood, Ray [IL-18] (introduced 3/21/2007) Cosponsors (18)*

**S.955** : A bill to establish the Abraham Lincoln National Heritage Area, and for other purposes.

*Sponsor: Sen Durbin, Richard [IL] (introduced 3/21/2007)*

**S.956** : A bill to establish the Land Between the Rivers National Heritage Area in the State of Illinois, and for other purposes.

*Sponsor: Sen Durbin, Richard [IL] (introduced 3/21/2007)*

For a complete list of legislation introduced to date, please visit  
<http://www.cr.nps.gov/heritageareas/LEG/introbills110.pdf>

## French Delegation to Attend International Conference and Sign Memorandum of Agreement

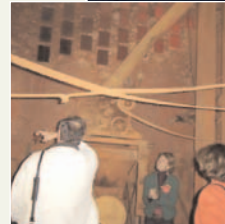
National Heritage Areas share many similarities with the Parcs Naturels Regionaux (PNR), a system of more than 40 regional parks in France that use a landscape-scale, grassroots-driven partnership-based approach to foster resource conservation, sustainable economic development, and

community capacity-building. A delegation from France will present two sessions on the PNR system at the June International Heritage Development Conference (IHDC) in Detroit. The Alliance of National Heritage Areas and the Federation of PNR will also sign a Memorandum of Agreement during a ceremony at the conference. (A companion signing ceremony is planned for the Federation's annual meeting, October 3rd - 5th 2007 in the Loire Valley at Anjou Touraine PNR). This agreement will outline the activities and goals of the two organizations to share best practices and provide opportunities for technical assistance and professional development.

The two education sessions will highlight the PNR approach to regional development and heritage tourism:

### Charting Sustainable Regional Development in France

The French system of Parcs Naturels Regionaux (Regional Nature Parks) presents some of the most successful examples of sustainable development in the world. Truly bottom up, these locally driven initiatives in heritage landscape preservation are built upon unique 12-year charters, negotiated between citizens, municipalities and managed by the regional parks. By having buy-in from the beginning, these living landscapes ensure that elected officials and residents are part of the solution and not the problem. This session will be a frank discussion of the important elements and process of the French charters



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# News from the Heritage Areas

## New Delaware & Lehigh National Heritage Corridor Website Launched

The Delaware & Lehigh National Heritage Corridor has launched a new website. The site provides new products and services for the visitor including trip planning, driving tours, an events calendar, web-browsing features that sort stories by theme and geography, and a photo gallery. Visit [www.delawareandlehigh.org](http://www.delawareandlehigh.org) to learn more.

## Hudson River Valley NHA Hosts Workshop for Heritage Sites and Tourism Officials

The Hudson River Valley National Heritage Area and Hudson-Fulton-Champlain



*photo by James Bleeker*

Quadricentennial Commission hosted a series of workshops for historic site managers and heritage tourism partners in January and March. The workshops were led by Joe Veneto, a nationally known speaker on tourism marketing and hospitality with clients that include Historic Hotels of America and the Colonial Williamsburg Foundation.

On January 18th, participants focused on creating unique visitor experiences. A tour of Locust Grove served as a focal point for breakout sessions to discuss experiences visiting the site. Participants then discussed their own sites' challenges and opportunities related to the "visitor experience." On March 15th, at a follow-up workshop, participants re-evaluated their own site based on their impressions on the

visitor experience at other sites which they had visited. Additional tools and techniques were provided on enhancing, pricing and packaging experiences, improving marketing efforts, and providing a competitive edge to stimulate site attendance.

The workshop series concluded with a brainstorming session to discuss site collaborations and interpretations related to the upcoming 2009 Hudson-Fulton-Champlain Quadricentennial celebrations, and as a way to enhance heritage education within the Hudson River Valley National Heritage Area. For more information on the NHA, visit [www.hudsonrivervalley.com](http://www.hudsonrivervalley.com). For information on the Hudson-Fulton-Champlain Quadricentennial Commission, visit [www.explore9400.com](http://www.explore9400.com).



*photo by James Bleeker*

## 25 Years in the Illinois & Michigan, the Nation's First Heritage Area

In the 25 years since the Canal Corridor Association (CCA) was formed to spur creation of the Illinois & Michigan Canal National Heritage Corridor, the first heritage area in the nation, it has learned the importance of flexibility. In the early days, CCA was an advocate, gathering support for both the idea of a new kind of national park and legislation creating the Heritage Corridor. Then, when the legislation passed Congress in 1984, CCA became a partner of the National Park Service, the Heritage Corridor Convention & Visitors Bureau, and the federal commission created to oversee the regional effort.



*Interpretive mile markers along the I&M Canal Trail engage visitors with fun facts and historical tidbits. Larry Kane.*



*CCA has introduced Chicago high school students to canal history by having them create original artwork with canal themes.*

*Their pieces were permanently installed in a new canal park spearheaded by the CCA. Laurie Scott.*

CCA's focus shifted to economic development, helping to revitalize historic canal towns by bringing the National Trust for Historic Preservation's Main Street program to the Heritage Corridor, sparking rehabilitation of historic buildings and structures, and generally inspiring private partners to support the Heritage Corridor vision. As the organization grew, so did its mission and partnerships. CCA developed a system of trailside exhibits and narrative mile markers that engage Heritage Corridor visitors, direct them to other Corridor attractions, and interpret the region's history. Forty-three life-size steel silhouettes of canal pioneers, 30 trailside signs, 81 mile makers, and 120 driving signs later, there is still more to interpret, with more funding.

Heritage education and tourism have dominated CCA's recent mission, with management of the Gaylord Building Historic Site, National Endowment for the Humanities-sponsored teacher training, and development of visitor centers and a replica canal boat. In its silver anniversary year, CCA is poised to take on the role of managing the I&M Canal National Heritage Corridor. Recent legislation re-authorizing the Heritage Corridor specified CCA the management entity – once again shifting this nonprofit's role.

There is no telling what the next 25 years will bring in the nation's first heritage area, but CCA will surely be there to seize the opportunities. For more information, visit [www.canalcor.org](http://www.canalcor.org)



## ASSISTANCE

### ARC and NEA Announce Support for Grants Competition to Promote Gateway Communities

The Appalachian Regional Commission (ARC) and the National Endowment for the Arts (NEA) are seeking proposals for a grants competition program to promote natural and cultural heritage tourism development in Appalachia's gateway communities. The "Appalachian Gateway Initiative: Natural and Cultural Heritage Tourism Development" project will aid gateway communities – towns that border national and state parks, wildlife refuges, forests, historic sites, wilderness area and other public lands – to balance the need for economic growth with the desire to protect natural ecosystems, landscapes and cultural heritage. The Initiative will emphasize the inclusion of the arts in funded tourism development projects.

Nonprofit organizations, local governments, public educational institutions, and local and regional development organizations located in or near a gateway community are eligible to apply for the grants. Communities must also be located in an ARC distressed or transitional county.

ARC is contributing \$50,000 and NEA is contributing \$30,000 to the grants competition. In addition to grants to provide cultural heritage tourism planning workshops modeled on the National Trust for Historic Preservation (NTHP) Share Your Heritage program, gateway communities can request funding for tourism assessments or grants for project implementation. The assistance will be provided by The Conservation Fund (TCF) and the National Trust's Heritage Tourism Program. The Gateway Initiative call for proposals is available online at <http://arc.gov/index.do?nodeId=2926>. Proposals must be submitted by April 27, 2007. Awards will be announced by late May 2007.

### Save America's Treasures Grant Cycle Now Open

Save America's Treasures matching grants from the National Park Service are available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites. The application deadline is

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## Conferences, Workshops and Events

### Heritage Development Institute Workshop on Management Planning to be Held in Yuma, AZ

The Alliance of National Heritage Areas and the National Park Service will be co-sponsoring a management planning workshop for Heritage Areas on April 24th in Yuma, AZ. While the workshop will focus on the planning needs of new National Heritage Areas, the content is applicable to all heritage areas engaged in planning for their Areas. Topics will include the Role of Management Planning; Process, and Components of a Management Plan; and Issues related to Management Planning including cooperative agreements, annual reporting, and management planning review. Faculty will include NPS planners and executive directors from National Heritage Areas. The workshop cost is \$100. For more information and to register, send your name, title, organization, address, e-mail, and contact phone to John Cosgrove at [anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net) or 202-528-7549.



Yuma Crossing Heritage Area will host an all-day tour on Wednesday, April 25. The tour will highlight the Yuma Territorial Prison, Cloud Museum, East Wetlands restoration project, Riverfront Projects at Gateway Park, and West Wetlands. The tour will include a jet boat ride on the Colorado River and be followed by Bar-B-Q and Western Entertainment at Crossing Park. For more information, contact John Cosgrove at [anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net) or call 202-528-7549.

### For more information on heritage areas, please visit our websites.

*The Alliance Update is a partnership project of the Alliance of National Heritage Areas and the National Park Service National Heritage Areas Program.*

Send your heritage area events and news to the editor by the 18th of the month for inclusion in the following month's bulletin.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

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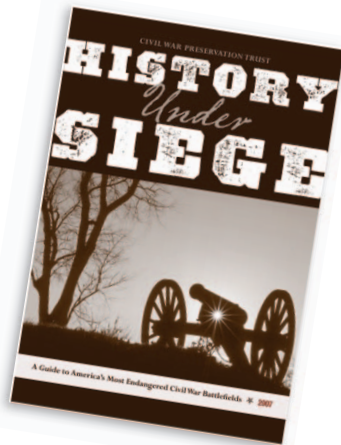
# Publications and Resources

## Cool Trail Solutions Website launched

Hosted by AmericanTrails.org, this website is devoted to finding and sharing solutions visually to a wide array of trail-related problems. The goal is to enhance resources for trails planning, development, and management with visual ideas from across the country. The site also includes training, resources, calendar, and state-by-state inventory of trails across the United States. Learn more at <http://americantrails.org/resources/cool/index.html>

## Most Endangered Battlefields

On March 13, the Civil War Preservation Trust (CWPT) unveiled its annual report "History Under Siege: A Guide to America's Most Endangered Civil War Battlefields," that identifies the most threatened Civil War sites in the United States and what can be done to rescue them. The 10 most endangered battlefields are Cedar Creek, Virginia; Fort Morgan, Alabama; Gettysburg, Pennsylvania; Harpers Ferry, West Virginia; Iuka, Mississippi; Marietta, Georgia; New Orleans Forts, Louisiana; Petersburg, Virginia; Spring Hill, Tennessee; and the Northern Piedmont region of Maryland, Pennsylvania and Virginia. In addition to these endangered sites, the report names 15 "at risk" battlefields. To learn more, visit [http://www.civilwar.org/news/topten2007/MEBR2007\\_online.pdf](http://www.civilwar.org/news/topten2007/MEBR2007_online.pdf)



## Promote Your Preservation Month Celebrations on the National Trust Website

Statewide and Local Partners celebrate National Preservation Month in many creative ways, and the National Trust for Historic Preservation wants to highlight as many of them as possible on their web site during May. Please send your event plans (photos will be much appreciated as well) to [pr@nthp.org](mailto:pr@nthp.org). Visit [www.nationaltrust.org/preservationmonth/index.html](http://www.nationaltrust.org/preservationmonth/index.html) to learn more about how you can promote Preservation Month. If you have questions or need more information, e-mail the Trust at [pr@nthp.org](mailto:pr@nthp.org).



## New Legislation in Arkansas Supports Geotourism

Statewide Partners interested in incentives for heritage travel will want review legislation signed by Arkansas Governor Mike Beebe in March to "create an income tax credit for geotourism investment in the Lower Mississippi River Delta." Among other provisions, the legislation offers income tax credit for investment in geotourism-supporting businesses in economically distressed areas within the region. These supporting businesses include retail facilities, cultural or educational centers, indoor or outdoor plays or music shows, recreational or entertainment facilities, sporting goods retail and rental establishments, guide services, lodging facilities, and dining establishments. The bill defines "geotourism" as "tourism that sustains or enhances the geographical character of an area including without limitation, its environment, heritage, aesthetics, culture, natural resources, and well-being of its residents." To receive a copy of H.B. 2278, e-mail [Rhonda\\_Sincavage@nthp.org](mailto:Rhonda_Sincavage@nthp.org) or [Rachel\\_Russell@nthp.org](mailto:Rachel_Russell@nthp.org).

## Parcs Naturels Regionaux

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and how this system might be adapted to the United States.

### Building Sustainable Heritage Tourism – The French System

The French system of Parcs Naturels Regionaux (PNR) presents a noteworthy example of sustainable heritage tourism. The parks focus on the inhabitants and the landscapes, but the results are authentic places that are increasingly sought out and valued by cultural tourists. The French PNR recognize that surrounding environment, ordinary architecture, and contextual landscapes are as important to preserve as individual historic structures. This session will look at the key aspects that underlie PNR heritage landscape projects, and discuss the economic as well as cultural and environmental successes of these parks.

Join us in Detroit to learn more about the French PNR, meet the delegation, and share ideas on strengthening the U.S.-France relationship. More information on the PNR is at: <http://www.parcs-naturels-regionaux.tm.fr/fr/accueil/> Learn more about the IHDC at: <http://www.IHDC2007.org>

### Assistance *(continued from page 3)*

April 26. For more information, visit <http://www.cr.nps.gov/hps/treasures/index.htm>

### Save Our History Grant Cycle Now Open

The History Channel is offering Save Our History grants to history organizations, historical societies, libraries, archives, and nonprofit organizations, who partner with schools and/or youth groups on projects that teach students about their local history and actively engage them in its preservation. The application deadline is June 1. For more information, visit <http://www.history.com/minisites/saveourhistory/>

### Wanted: Large Landmarks In Need of A Little Work

Hampton Hotels is looking for suggestions of "world's largest" roadside landmarks that its volunteers could tackle as a refurbishment project. In a campaign started in 2000, the company has taken on projects across the country, from the National Historic Landmark Big Duck in Flanders, New York, to Tybee Island Lighthouse in Georgia. This year, the theme is "world's largest" and they are looking for six projects that need under \$20,000 in work that can be done by volunteer labor. More information is online at <http://hospitality-1st.com/PressNews/Hampton-030807.html>



# Partners *Column*

## Listening Sessions on National Park Centennial Initiative

On March 13 at Great Smoky Mountains National Park, Secretary of the Interior Dirk Kempthorne and National Park Service Director Mary Bomar launched a nationwide series of listening sessions to invite public suggestions on President Bush's National Park Centennial Initiative to reinvigorate and strengthen national parks over the next decade. Participants were asked to address three questions: (1) Think of your children and grandchildren enjoying national parks in 2016 and beyond. How do you imagine their visit? What are your hopes and expectations? (2) What role do you think national parks should play in the lives of Americans and visitors from around the world? (3) What are the signature projects and programs that you think should be highlighted for completion over the next 10 years? Kempthorne and Bomar will use the sessions to develop recommendations that will be presented to the President by May 31.

For more information on the Centennial Initiative, visit <http://www.nps.gov/2016/>

## Registration *now* Open!

Come join us at the 2007  
**International Heritage  
Development Conference,**  
June 18-21  
in Detroit Michigan.



## Shenandoah Valley Battlefields National Historic District

During the American Civil War, the Shenandoah Valley of Virginia was fiercely contested and played an integral role in almost every major campaign fought in Virginia. The eight counties comprising the Shenandoah Valley Battlefields National Historic District lay at the heart of the struggle. In 1996, Congress created the National Historic District to preserve and interpret the Valley's Civil War battlefields and related historic sites and to enhance the region's economy by making it a premier Civil War destination.



Preserving and interpreting the Valley's Civil War battlefields is the first directive of the District's legislation and its management plan. As the manager of the District, the Shenandoah Valley Battlefields Foundation works with public and private partners throughout the region to protect the sites that tell our shared story. To date, more than 4,500 acres of battlefield have been protected by the Battlefields Foundation and its partners.

### *Marketing the National Historic District*

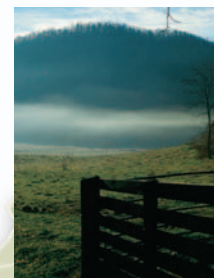
The District's management plan calls for the development of a marketing plan to better enable the region's historic sites to contribute fuel to the Valley's economic engine, primarily through increased tourism and community enhancement. The marketing plan, funded by a grant from the Virginia General Assembly, is being conducted by the Heritage Tourism Program at the National Trust for Historic Preservation.



The marketing plan will be a blueprint for how the Battlefields Foundation and its tourism partners will

collaborate to deliver the maximum economic impact making the Valley a premier Civil War destination. Much of the tourism marketing will be done primarily by partners. The plan will also provide recommendations regarding product development and will include primary and secondary market research, economic development goals based on partner expectations and capabilities, strategies for achieving these goals, and, from these strategies, a set of resultant marketing tactics. The Sesquicentennial of the Civil War (2011-2015) is the target period for the plan.

The process for developing the plan is almost as important as the final plan itself. The planning process is structured in part as an educational process to help partners develop a stronger sense of the benefits of collaborative marketing. After two months of partner interviews, group meetings, research, and site visits, the consultant team has drafted a situation analysis and a set of draft recommendations for marketing the District. In the coming months, the draft recommendations will be refined into a set of specific tasks with timelines, budgets, and roles for individual partners. The plan is scheduled to be completed by late summer. For more information, visit [www.ShenandoahAtWar.com](http://www.ShenandoahAtWar.com)



SHENANDOAH VALLEY  
BATTLEFIELDS NATIONAL  
HISTORIC DISTRICT